

Adams County School District 14  
Attn: Kelly Mickelson  
Purchasing Department  
5291 E. 60<sup>th</sup> Ave.  
Commerce City, CO 80022

ITB Title: E-Rate Access Layer Switches

ITB Number: 1516-103

Bid due Date: April 6, 2016 by 11:00 a.m.

Becky Nelson  
The Root Group  
1790 30<sup>th</sup> Ave., Suite 140  
Boulder, CO 80301



Prepared by: Becky Nelson

Date: April 6, 2016

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## **Cover Letter**

For over 25 years The Root Group has provided professional services and products for the design, implementation and management of IT infrastructures. Our knowledge of the interdependencies of critical core technologies, coupled with our experience deploying and maintaining such environments, qualifies us to work with Adams County School District 14 to deploy a successful district-wide network upgrade.

Established in 1989, The Root Group was founded on the simple principle of providing senior IT expertise for emerging technologies. This principle, with its very high standard of services delivery, has not changed. What has changed over the years is our ability to provide best-in-class products, along with our services, to deliver a more robust solution to our clients. What will never change is our commitment to objectively helping our clients find the right products and services that most effectively meet their requirements within their budget.

Success in the education market has been critical to the growth of our company. We've established relationships with school districts, higher education institutions, large enterprises and government institutions that are built on trust, experience, and talent. We assess, analyze, deploy, and support infrastructures that perform and are maintainable. As a small business, we pride ourselves on our responsiveness and our ability to deliver customized and creative solutions that meet our customers' needs.

Our relationship with Brocade Networks, our partner in this proposal, has grown out of our success in working together to deploy network infrastructure at other client sites. Together, we believe that the proposed upgrade for Adams County School District 14 will not only offer the best value for the dollar, but will also provide a solid platform to elevate the school district's solution beyond current requirements and provide a firm base for any requirements the school district might have in the future.

Becky Nelson  
Account Manager  
The Root Group

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## **Scope**

The Root Group is a Premier partner of Brocade Network and has been partnered with them since before the acquisition of Foundry Networks in 2008. The Root Group will provide Brocade access layer switches to the district including power cables and 1 year of support in accordance with the pricing on Attachment B.

The district has not included any installation or implementation professional services.

The lead time on all of the products on Attachment B is 10 business days.

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## **Overview of Bidder's Firm**

Established in 1989, The Root Group was founded on the simple principle of providing senior-level Information Technology expertise to help our clients select, deploy and manage the IT products and services that best fit their business needs. Our professional services staff represents a combined total of more than 100 years of experience in nearly all areas of open systems computing. Our expertise ranges from complete enterprise system architectures to wireless network deployments to layered security analysis to managing highly virtualized environments. Because we maintain close working relationships and certifications with industry leaders in technology products and services we stay on the leading edge of new IT functionality that improves business efficiencies and expands opportunities for our clients. We do this within a framework of providing secure and reliable tools and methodologies that remove complexity and risk in managing these enabling technologies. We have maintained a consistently profitable business for over 26 years and our revenues for 2014 exceeded \$7.5M. The Root Group is located at 1790 30<sup>th</sup> St., Boulder, CO 80301

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## **Personnel Assignments**

**Bill Pachoud, CTO and Founder**

**A graduate of the University of Colorado, Bill's first job out of college was at Bell Labs where he designed, tested and implemented application features for PBX systems. From Bell Labs Bill went to Solbourne Computer where he helped design, implement and manage a 3-fold growth in their network infrastructure which including two data center moves. Following his entrepreneurial spirit Bill founded The Root Group as a consulting firm focused on systems infrastructure with an emphasis on networking and operating systems. As the company grew Bill added products from Cisco, 3Com and Sun Microsystems among others and the Solutions Practice was born. In the mid 1990's Bill launched The Root Group's Security Practice and it has grown to become one of the strongest practices in the company. While Bill wore many hats during the building of the company, his primary role today is that of Chief Technology Officer. In this position he is able to help clients by understanding their business objectives and architecting infrastructure solutions that meet these objectives. Bill has been living in Boulder since 1974**

**Bill Calderwood, President**

**Since joining The Root Group in 2000, Bill has filled roles from Sales and Technical Management to General Manager and President. Bill started his career in the CAD/CAM industry at Auto-trol Technology and was in various sales and engineering management roles prior to becoming Director of IT for Auto-trol. During this role Bill got his first taste of enterprise IT when he directed an ERP migration project from ASK Man-Man to Oracle Financials. He then went to Information Handling Services where he was Director of Field Systems Engineer and managed a nationwide staff of sales and consulting engineers. From I.H.S. Bill went to Access Graphics and was the Director of Consulting Services for the Consulting Partner Network. Bill has been able to understand the broad scope of corporate IT needs from a product, services and process perspective. He has used this knowledge to build The Root Group's abilities to provide turnkey products and services that increase a client's business value to their customer and suppliers. A native of Logan, Utah, Bill's undergraduate work was at the U.S. Naval Academy and Utah State University where he earned a B.S. in Mechanical Engineering. He also holds an M.B.A. from the University of Colorado. Bill also served as the Marketing Chair for the Colorado Chapter of the Society of Information Management (SIM).**

**Jackie Schmidt, CFO**

**A native of Boulder, Jackie has been with The Root Group since 1995. Prior to The Root Group Jackie worked as a Controller in the hospitality industry. She also held several Accounting positions at NBI in Boulder that included responsibilities for tax, A/P, A/R. Jackie serves many roles at The Root Group but has primary responsibility for the financial management of the overall corporation. She holds a B.A. in Accounting from the University of Colorado.**

**Emrah Ayvacikli, Senior Engineer**

**Emrah has been engaged in large enterprise and department level IT infrastructure for over 16 years. He has been involved in complex and widely varied IT deployments that require a broad range of infrastructure skills. His specific emphasis has been on network design, virtualization and operational support for UNIX, Windows and Mac servers and desktops.**

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He has managed a Network Operations team that supported over 30,000 clients that had access to system resources through LAN and Wireless access points. This team managed border routers, (16) Cisco 6500 Switches, and over 1,000 switches and wireless access points. He is very familiar with network operating systems, routers, firewalls, VPNs, fiber optics, applications software and a wide variety of scripting languages. He has experience with numerous network management tools including NNM, Cisco Works and Orion Solar Winds. His deep experience with the fundamentals of TCP/IP, operating systems and troubleshooting techniques allow him to quickly resolve difficult and complex problems. He has recently completed his VMware VCP certifications and has hands on experience in upgrading a production environment from V13 to vSphere.

Becky Nelson

A graduate of Michigan State University, Becky Nelson has over 15 years experience as an account manager within the information technology field. She currently holds sales certifications from Cisco, Brocade, Barracuda, Dell, Check Point, Aruba, Aerohive, Oracle, Symantec, Riverbed and vmware. Her wide depth of knowledge of IT products and solutions allows her to provide insight and problem solving skills to her clients which range from large enterprises, government entities and school districts.

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## **Bidder's Contact Information**

Becky Nelson  
*Account Manager*  
The Root Group  
1790 30<sup>th</sup> Street  
Suite 140  
Boulder, CO 80301  
720-841-7134 cell phone  
303-544-5280 direct phone  
[becky@rootgroup.com](mailto:becky@rootgroup.com)

Emrah Ayvacikli  
*Senior Network and Systems Engineer*  
The Root Group  
1790 30<sup>th</sup> Street  
Suite 140  
Boulder, CO 80301  
303-506-6060  
[emrah@rootgroup.com](mailto:emrah@rootgroup.com)



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## **References**

**1. Tricounty Health Department**

**Jordan Luke**  
**Network Manager**  
**6162 S. Willow**  
**Greenwood Village, CO**  
**[jlake@tchd.org](mailto:jlake@tchd.org)**

**2. City of Aurora**

**Frank Davis**  
**IT Director**  
**15151 E. Alameda Parkway**  
**Aurora, CO 80012**  
**phone: 303-739-7726**  
**[fdavis@auroragov.org](mailto:fdavis@auroragov.org)**

**3. iCat Managers**

**Aric Amore**  
**IT Manager**  
**385 Interlocken Crescent, Suite 1100**  
**Broomfield, CO 80021**  
**phone: 303-447-1155**  
**email: [aamore@icat.com](mailto:aamore@icat.com)**

The Root Group is happy to provide additional references upon request.

ATTACHMENT A

ITB No. 1516-103

SIGNATURE PAGE

**NOTE: THIS PAGE MUST BE FILLED OUT AND BE INCLUDED WITH THE BIDDER'S PROPOSAL**

Registered with E-Rate? Yes or No: yes

Service Provider Identification Number (SPIN): 143026820

The Root Group

(COMPANY NAME)

1790 30th Street, Suite 140

(COMPANY STREET ADDRESS)

Boulder, CO 80301

(COMPANY CITY, STATE AND ZIP CODE)

303-544-5280

(COMPANY PHONE NUMBER)

becky@rootgroup.com

(EMAIL ADDRESS OF PRIMARY CONTACT DURING SOLICITATION)

Boulder Valley School District

(IF IN COLORADO, WHAT SCHOOL DISTRICT DOES THE COMPANY RESIDE WITHIN?)

84-1149-816

(TAX IDENTIFICATION NUMBER)

793369604

(DUNS NUMBER)

Becky Nelson

(TYPED NAME OF AUTHORIZED AGENT)

Account Manager

(TITLE OF AUTHORIZED AGENT)

X

YES

or

NO

(COOPERATIVE PURCHASING LANGUAGE RESPONSE: SECTION 4-INSTRUCTIONS TO BIDDERS: ITEM 23)

  
(SIGNATURE OF AUTHORIZED AGENT)

4-5-2016

(DATE)

*ATTACHMENT B*

**ITB No. 1516-103**

**PRICING FORM**

**To be returned with the Bid**

		<b>Qty</b>	<b>Unit Price</b>	<b>Extended Price</b>	<b>Lead Time</b>
Adams 14 will pick one of these options	Brocade ICX6430-C12	101	\$306.00	\$30,906.00	1 week
	Brocade ICX6450-C12	101	\$450.00	\$45,450.00	1 week
	Equivalent or Better Alternative	101			
Adams 14 will pick one of these options	Brocade ICX6450-24P	6	\$950.00	\$5,700.00	1 week
	Equivalent or Better Alternative	6			
Adams 14 will pick one of these options	Brocade ICX6450-48P	9	\$1480.00	\$13,320.00	1 week
	Equivalent or Better Alternative	9			